

IMG SAXONY-ANHALT PRESS AREA



SACHSEN-ANHALT
Investment and Marketing
Corporation

Hello, Saxony-Anhalt!

Saxony-Anhalt is no longer a blank spot for foreign guests. On the contrary, the picturesque landscapes from Harz to Heide and the fascinating places full of beauty, culture and history are becoming increasingly popular. After extensive market research, tour packages have been developed exclusively for guests from abroad, which respond even more specifically to the wishes of visitors.

The new products are inspiring programs that combine the special quality of the places with an extraordinary experience for curious people from around the world. After all, the days in Saxony-Anhalt should be unforgettable.

The “Sweden package” – culture and cuisine in Halle (Saale)

Three special days in the city of Handel, which are attractively filled with well-guided walks through the surprising historical center, of course with a visit to the “Nebra Sky Disk” and carefully curated exhibitions in the Moritzburg Art Museum. The master of baroque music Handel has a presence in his birthplace with his own museum, a monument in the middle of the marketplace and a great concert hall.

When you visit the opera, it becomes clear that music is still an elixir of life for the city today. Not just for classical music fans, but with a variety of sounds and rhythms in many romantic places in the city. The visit is complemented with a trip upstream. Here the Naumburg Cathedral attracts attention and the tasty wine from Saale and Unstrut makes you want more.

The “USA package” – Inspiring: the world heritage region

American guests often like to make their trip to Germany a journey through time. Some just out of interest, some follow in the footsteps of their own family and some to the sources of their own religion, which many find in Lutherstadt Wittenberg. Guests from the US should allow themselves up to three days to discover all the treasures in the Luther House, the Castle Church, the Cranach Yards and the modern Asisi Panorama. The church service in English is considered a highlight.

More than just an insider tip are day trips to the region, where there are many UNESCO World Heritage sites. In direction to the west, the tour leads directly to the Dessau-Wörlitz Garden kingdom with a total of seven historical parks. The highlight is Wörlitz Park with its neo-classical castle, which you should enjoy from the gondola. Also the Bauhaus Dessau is a legendary travel destination: The building designed by Walter Gropius is iconic and can still be visited in its original form today. Just a few minutes' walk away, the master houses are presented in brilliant white. The modern highlight of this World Heritage tour will be the Bauhaus Museum with the world's second largest collection of diverse originals.

Harz Mountain Special for guests from the Netherlands and Denmark

The focus here is on families, especially those with children: As soon as you arrive in Wernigerode, the colorful city in the Harz, it invites you to take a stroll. The almost car-free city center with its half-timbered buildings is a feast for the eyes and an area of enjoyment. Cafes, presentable terraces and culinary delights with regional specialties make it difficult to choose. The “Little Harz” miniature park makes you look forward to the next few days.

A highlight in the literal sense is the ascent to Wernigerode Castle. People are regularly thrilled by the fairytale castle with the best view of the Harz Mountains. From there they continue down to the natural wildlife park in the idyllic Christianen Valley. If you still have the energy and the mood, you can choose either a racing heart or muscle pleasure, Harz Zipline, wall running or riding a boat. No Harz special without seeing the Brocken Summit. Formerly a fortress on the Iron Curtain between East and West, today the last stop of the famous Brocken Railway.

Magdeburg and the north for guests from Poland and Czech Republik

The state capital of Saxony-Anhalt is the ideal starting point for a beautiful discovery tour. You can get to know Kaiser Otto's city by double-decker, on foot or by bike. The impressive Magdeburg Cathedral, together with the Green Citadel by Friedensreich Hundertwasser, frames the historically valuable cathedral square as the site of the Peaceful Revolution in 1989.

Past the historic town hall with the Golden Rider, the path goes over the river to the Elbe Park with the Millennium Tower, themed gardens, play and sports areas. The adjoining Herrenkrug is a lovingly maintained park landscape with fine dining. A boat trip on the Elbe takes you to the waterway intersection, where the Mittelland Canal crosses the Elbe with a gigantic bridge. Absolutely recommended!

This program leaves time, for example, for a day trip down the Elbe to Tangermünde. This gem could easily pass for a film set - church towers reaching skyward, an impressive city wall with a castle complex and charming little shops in the historic center.

There is hardly anyone who doesn't want to come back. A real insider tip can be found in Loburg: the old manor has been turned into an adventure park where everything revolves around strawberries. Great for families!

All information about the leitmotifs can be found here: hello-saxony-anhalt.com

Your Contacts:

Frauke Flenker-Manthey

Tel: +49 391/ 568 99 71

E-Mail: flenker-manthey@img-sachsen-anhalt.de

Sabine Kraus

Tel: +49 391/ 568 99 20

E-Mail: sabine.kraus@img-sachsen-anhalt.d

Additional assets available online: [Photos \(1\)](#)

<https://press.invest-in-saxony-anhalt.com/2024-03-20-Hello,-Saxony-Anhalt>